

ORDER



Orders
Order / Rev: 710694
Alt Order #: 06300907
Product Desc: OBAMA SCHED A
Estimate: 1686
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 08/29/12 / 09/18/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/03/12	09/09/12	27	\$58,750.00	\$49,937.50
09/10/12	09/16/12	2	\$1,350.00	\$1,147.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	29	\$60,100.00	\$51,085.00	0.00
Totals	29	\$60,100.00	\$51,085.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/04/12	09/10/12	10-11a LETS MAKE DEAL	CM	10-11a	MTWTF--	:30	5	\$500.00	P-1	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/04/12	09/10/12	MTWTF--			5			\$500.00			0.00		
E 2	WUSA	09/04/12	09/10/12	DT Daytime	CM	9a-3p (12:30 PM-3:00 PM)	MTWTF--	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/04/12	09/10/12	MTWTF--			3			\$850.00			0.00		
E 3	WUSA	09/04/12	09/10/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/04/12	09/10/12	MTWTF--			5			\$600.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	NUSA	09/04/12-09/10/12		4-5p		4-5p	MTWThF----	:30		(\$600.00)		0.00	NM		
See MG 3.6															
5	NUSA	09/04/12-09/10/12		4-5p		4-5p	MTWThF----	:30		(\$600.00)		0.00	NM		
Credited															
6	NUSA	09/10/12-09/10/12		4-5p		4-5p	M-----	:30		(\$600.00)		0.00	NM		
Ⓢ Unresolved															
[DNR due to Tennis]															
E 4	WUSA	09/04/12	09/10/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/04/12	09/10/12	MTWTF--			4			\$450.00			0.00		

